



Microsoft® Virtual Earth™

Location Services for the Real Estate Industry

Better connect with your customers by creating immersive online experiences that bring properties to life. With Microsoft® Virtual Earth™, you can distinguish your company by creating a customized Web site, applications, and services featuring precision imagery, including bird's eye¹, aerial, and hybrid views, to help clients visualize your property listings. Add additional value by integrating the local information buyers care about most, including zoning information, property lines, and school districts, to speed decision making.

What You Can Do with Virtual Earth

Strengthen Customer Connections

- :: Enhance the user experience by displaying attributes and local information about properties and surrounding areas, such as banks, schools, and restaurants.
- :: Engage customers with exclusive bird's eye¹ and hybrid views, as well as enhanced 3D city models, to provide a detailed look at specific properties from various perspectives.
- :: Graph and illustrate parcel packages, as well as other zoning information, for customers interested in land purchases or property lines.

Improve Business Insight

- :: Create deeper, more satisfying customer relationships and better anticipate their needs by using Virtual Earth to track customer data and demographic information.
- :: Provide agents with cutting-edge information by linking to third-party data sets, including photos submitted by agents, GeoRSS feeds, zoning, or other public records.

Grow Through Innovation

- :: Delight customers by providing walking directions² and driving directions based on current traffic conditions—in 15 languages—to help them get to and from properties during site visits.
- :: Build brand equity using customization features to create unique for-sale locators, and incorporating information, colors, and imagery unique to your company.


Virtual Earth Advantages

The Microsoft Virtual Earth platform is an integrated set of services that combines advanced viewing options, including exclusive bird's eye¹ and hybrid views, aerial imagery, and enhanced 3D models, with innovative mapping, location, and search functionality. It enables real estate companies to engage business partners and customers by providing innovative solutions and a visual display of data. Additionally, the service-oriented architecture enables real estate companies to easily develop solutions that leverage customizable features and imagery, dynamic maps, driving and walking directions² in 15 languages, and powerful data visualization and reporting capabilities, without significant financial investments. Real estate companies use the Virtual Earth platform to realize the following benefits:

Empower: The Virtual Earth platform empowers real estate companies by providing tools to help them visualize data and connect with users more effectively. By leveraging its powerful data visualization capabilities, real estate companies can use Virtual Earth as a platform for building location intelligence solutions. Using the most up-to-date information, real estate companies can also focus on connecting with users and delivering the best products and services.

Real: The Virtual Earth platform offers reliable imagery and data, allowing real estate companies to build a precise view of their organization. Exclusive bird's eye¹ imagery helps real estate companies create richer connections with their users by allowing them to view and familiarize themselves with locations before arriving. Enhanced geocoding and reverse geocoding³ provide the most accurate and up-to-date results for efficient driving directions and position locators. Pushpin information boxes allow users to learn about a location or quickly visualize information relevant to that location. Combined, these features result in a more enhanced and immersive Web site experience.

Professional: The Virtual Earth platform utilizes open standards-based technologies, and offers flexible licensing options that fit almost any budget, enabling real estate companies to develop innovative solutions through a cost-effective approach. With 99.9 percent availability, real estate companies can be confident that the platform services will be available when needed.



Put Virtual Earth to work helping your company create online experiences to drive better customer connections and bring properties to life.

Here are two sample scenarios:

Virtual Earth in Action – Immersive Online Experiences

Keep Customers Coming Back

Example Scenario: It's a tough economy and competition is at an all-time high—Internet-based home buying and selling services are readily accessible and there is no shortage of motivated real estate agents. Your company needs to innovate and present value-added conveniences and services from your Web site to help win property buyers and sellers—and keep customers coming back to you.

Solution: Using the Virtual Earth platform, your company enlists a Microsoft Partner to develop an Internet-based property search tool featuring bird's eye¹ and hybrid views, aerial imagery, and interactive mapping for immersive and dynamic search-and-find experiences.

Benefits: As a result, your company now receives more monthly site traffic—increasing the number of return visits by almost 50 percent and improving search performance threefold. Your customers have at-a-glance views of your inventory to view more properties and learn more about the property in context of its location, in less time. You're enjoying a higher close rate and word-of-mouth referrals to your site from satisfied customers.

Virtual Earth in Action – New Reality in Virtual Worlds

Take a Virtual Tour

Example Scenario: One of your company's top customers is flying in next week to view office space to support her company's expansion on the West Coast. She's bringing with her a list of requirements to ensure employees who relocate to the new facility will have access to the amenities and services they need.

Solution: Your company places a premium on delivering innovative and satisfying customer experiences that show you value their time and appreciate their business. Because of this core value, your company has created a virtual tour experience from your Web site to provide clients a close-up, detailed view of specific properties from various perspectives using bird's eye¹ and hybrid views. Your Virtual Earth application integrates local maps with other data, including traffic flows, local zoning information, and local crime data, for example, so your customers get more detailed information about the property in the context of its location.

Benefits: Instead of spending days driving your client around looking at properties—only to discover once you're on site, they are not a fit—you are able to provide a list of buildings from inventory for her to investigate online through a virtual tour. Before she even arrives, you've provided her all the detailed information she needs to narrow the selection down to three properties, and ultimately speed her lease decision.

More Information

For more information, please visit www.microsoft.com/virtualearth. In addition, you may contact a Virtual Earth Sales Specialist: North, Central, and South America, e-mail: maplic@microsoft.com. In Europe, Africa, Middle East, and the Asia Pacific region, e-mail: mapemea@microsoft.com.

¹Available in many metropolitan areas. Not available for government customers.

²Walking directions are available in the United States and the European Union.

³Reverse geocoding is available in the United States.